



LIVING NORTH

the magazine for Yorkshire

MEDIA INFORMATION PACK

THE LIFESTYLE MAGAZINE FOR YORKSHIRE

Living North is the leading lifestyle magazine for Yorkshire, providing inspirational features and expert advice on all aspects of lifestyle.

Published 10 times a year, Living North prints on high-quality paper and circulates every copy printed, reaching the most affluent and influential readers across Yorkshire.

Alongside each magazine we print niche supplements (bagged with the main magazine) on a specific topic: Food & Drink, Interiors, Fashion, Weddings, Education, Health & Beauty, Short Breaks, Gardening, and Gallery Guides amongst others, allowing advertisers a unique opportunity to position themselves within highly valued, must-read publications with carefully researched editorial, specifically targeted towards active consumers with a high disposable income.

Living North has a huge number of signature clients who have supported the magazine for many years, many since its inception which itself is testament to the returns achieved on advertising within the magazine.

Every supplement has additional copies printed for free distribution to key carefully-selected outlets.

We appreciate the increasing demand for publishers to perform on all publishing, marketing and media platforms and in addition to our growing print audience, the number of our digital users continues to grow rapidly thanks to unique, engaging content which no other regional publisher offers.

With continual significant growth in our social media audiences across all platforms; Facebook, Twitter and Instagram, we can offer crucial additional marketing support for our customers. We have a combined digital media following of over 110,000.

Our two weekly e-letters (Something for the Week and Something for the Weekend) are sent to a unique and targeted list of 58,000 subscribers.

Our innovative online feature Living North Today is a daily look at all aspects of regional life. This popular read encourages a growing daily audience to engage with and explore content on livingnorth.com

Brand Promise

WHO WE ARE

Living North is the leading lifestyle magazine for Yorkshire

A core readership of 100,000+ of affluent, discerning individuals

Modern, up-market and forward-thinking editorial

Trusted, niche supplements on all aspects of lifestyle

WHO IS A LIVING NORTH READER?

Affluent, professional, homeowner

AB-profile aged 30+

Responsive readership

21% of readers are subscribers

WE ARE SOCIAL

A combined digital audience of over **110,000** which grows weekly

Twice weekly targeted e-letter to **58,000+ subscribers**

Fast Facts

Magazine Sales

Biggest copy sales source by ranking

Sainsbury's
.....

Marks & Spencer
.....

Tesco
.....

Waitrose
.....

Morrisons

First independent regional magazine to be accepted by Marks & Spencer

Available in **500+** independent newsagents and alternative outlets across Yorkshire as well as all major newsagent chains and supermarkets

Bespoke stands in key supermarkets mean our audience is able to access each magazine easily

Areas covered: Living North is sold from the North York Moors to the Dales...in cities, in towns and villages across Yorkshire. From the Pennines to the Wolds to the coast beyond in supermarkets and tiny rural shops it is available. Living North is sold in galleries and farm shops and has a month by month growing annual subscription audience. Living North, the magazine for Yorkshire, is available across the county.

Print run: **15,500** copies per title. Readership **100,000+** per edition.

Combined total digital audience of **110,000+** which grows weekly.

No copies of Living North are pulped. All are retained from our wholesalers and re-distributed to additional key target areas. (Most publishers pulp 40% of their magazines)



PRINT RATE CARD

DOUBLE PAGE SPREAD £1,800

285mm (h) x 440mm (w)
291mm (h) x 446mm (w) with bleed. Allow 40mm in the middle of the spread for a gutter, do not put any text in this section, as it may be lost in the spine of the magazine

FULL PAGE £950

285mm (h) x 220mm (w)
291mm (h) x 226mm (w) with bleed. Allow 20mm at each side of the page for a gutter, do not put any text in this section, as it may be lost in the spine of the magazine

HALF PAGE (HORIZONTAL) £525

130mm (h) x 194mm (w)

HALF PAGE (VERTICAL) £525

265mm (h) x 95mm (w)

QUARTER PAGE £375

130mm (h) x 95mm (w)

PRIME POSITIONS

INSIDE FRONT £1,500
285mm (h) x 220mm (w)
291mm (h) x 226mm (w) with bleed

INSIDE BACK £1,500
285mm (h) x 220mm (w)
291mm (h) x 226mm (w) with bleed

OUTSIDE BACK £1,750
285mm (h) x 220mm (w)
291mm (h) x 226mm (w) with bleed

Guaranteed early right hand page in first 25% of magazine
+15% premium on rate card

GATE FOLD

Inside Front Fold Out (3 pages)
Inside Back Fold Out (3 pages) £2,750
Please ring for full specification

INSERTS £55

Per 1,000 Inserts

PRINT ADVERT SPECIFICATION

FULL PAGE
285x220mm

291x226mm
(with bleed)

**HALF PAGE
HORIZONTAL**
130x194mm

**HALF PAGE
VERTICAL**
265x95mm

**QUARTER
PAGE**
130x95mm

DIGITAL RATE CARD

With our digital and social audience growing daily, Living North has embraced this new media with energy and enthusiasm allowing us to support marketing campaigns tactically and cost effectively: Including our bi-weekly e-letters, Something for the Week (Monday), Something for the Weekend (Thursday), our daily website message Living North Today and through digital features, promotions and listings published on livingnorth.com

All supported through Facebook, Twitter and Instagram, where we have an unrivalled regional following. For further information on digital advertising please contact info@livingnorth.com, call 0191 261 8944 or visit www.livingnorth.com

Advertising Options

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ISSUE	ON SALE	SUPPLEMENT/FEATURES*
57 January/February 2018	December	Health Matters
58 March 2018	February	Weddings
59 April 2018	March	Interiors
60 May/June 2018	April	Fashion
61 July 2018	May	Good Food
62 August 2018	June	Out & About
63 September 2018	July	Weddings
64 October 2018	August	Kitchens, Bathrooms & Interiors
65 November 2018	October	Fashion Short Breaks
66 December 2018	November	Christmas Guide

* Subject to change

In addition to our monthly supplements we include focused features and specially prepared 32–64 page run-on sections on everything from property, gardening and galleries to schools and spa breaks.

Production Schedule 2018

LIVING NORTH EVENTS

Living North has also created four of the largest annual shopping and lifestyle events in the North of England, two at Christmas and two in Spring in both York and Newcastle, attracting in excess of 25,000 visitors at each event and offering yet another opportunity for businesses to showcase their potential in front of a large and discerning audience.

There's *more*

CONTRACT PUBLISHING

Living North also produces contract publications for businesses across many sectors including councils, hotels, retail and events.

Living North is an independent publishing company that really understands and cares for the success

of its customers. If you're interested in targeting the largest and growing audience in Yorkshire and the North East and want to know more about how you can use any one, or all, of our audience platforms then please get in touch.
www.livingnorth.com
0191 261 8944

CONTACTS 2018

Publisher

Julian West
julian@livingnorth.com

Editor

Janet Blair
janet@livingnorth.com

Sales Director

Mike Kearney
mike@livingnorth.com

For all enquiries relating to editorial, advertising, digital content and events:

T: 0191 261 8944

E: yorkshire@livingnorth.com W: www.livingnorth.com

Crabtree Hall, Little Holtby, Northallerton, North Yorkshire DL7 9LN

Get in Touch

SOCIAL MEDIA



living_north_yorkshire



@living_north



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